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Tender

PL0003 - Roadside Advertising Concession Agreement - Gloucester

Gloucester City Council

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-085454

Procurement identifier (OCID): ocids-h6vhtk-05fbae

Published 22 December 2025, 2:35pm

Scope

Reference

PL0003

Description

Gloucester City Council ('the Authority') is offering an advertising space concession opportunity to the market (to primarily include roadside and roundabout advertising space). The successful supplier will manage, operate and generate revenue from the advertising space in return for a payment to the Authority.

The Authority worked on a partnership basis with two companies to provide roadside advertising over the past decade. Whilst the signage remains in place, there exists the opportunity for the successful supplier to build on the relationships that existed previously with current advertisers and to build new relationships.

To the Authority's knowledge all signs have the benefit of all necessary statutory consents, although the successful supplier will need to check with the Planning service and other relevant authorities prior to commencement, and if necessary, secure

necessary consents before proceeding.

The Authority's purpose in offering this concessions agreement is to increase the opportunities available to local businesses to promote themselves. The Authority also aims to secure a fixed annual income stream (in return for granting the concession), to support its business promotion and marketing activities and to contribute towards the maintenance of the roundabouts and verges.

The contract will be a concessions contract because the Authority will not be paying the successful supplier to provide the service. The Authority will receive a payment from any advertisement income. The Authority does not guarantee the advertisement income.

Total value (estimated)

- £200,000 including VAT

Below the relevant threshold

Contract dates (estimated)

- 1 April 2026 to 31 March 2033
- 7 years

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Contract locations

- UKC - North East (England)
- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)
- UKG - West Midlands (England)
- UKH - East of England
- UKI - London
- UKJ - South East (England)
- UKK - South West (England)

Participation

This procurement is reserved for

UK suppliers

Submission

Enquiry deadline

21 January 2026, 5:00pm

Tender submission deadline

3 February 2026, 12:00pm

Submission address and any special instructions

Procontract ref - DN787531

Pro-Contract Tender Opportunities.

servicedesk@proactisservicedesk.com

<https://procontract.due-north.com/Login/FirstTimeLogin>

Tenders may be submitted electronically

Yes

Award criteria

Section Section Weighting

Quality 40%

Social Value 10%

Financial 50%

Total 100%

Procedure

Procedure type

Below threshold - open competition

Special regime

Concession

Documents

Associated tender documents

[1 PL0003 - RFQ - Roadside Advertsing.docx](#)

Contracting authority

Gloucester City Council

- Public Procurement Organisation Number: PPNG-4413-GZXP

North Warehouse

Gloucester

GL1 2FB

United Kingdom

Contact name: John Bessant

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Email: procurement@gloucester.gov.uk

Region: UKK13 - Gloucestershire

Organisation type: Public authority - sub-central government